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Supporting Research via AI:

Tools that improve discoverability and user engagement

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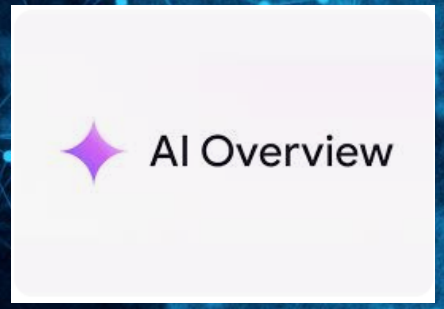

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Trust and Authority

Hallucinations

Lack of citations/attribution

Bad Actors

Data Protection

Protection of IP

To Pursue or Not to Pursue

Factors to consider

- **Benefit** to user – is the feature nice to have or does it truly improve the user experience? What is the value-add?
- **Risk** – what is the possibility of content or research being mis-represented or the feature running afoul of privacy guidelines and/or copyright?
- **Human involvement/effort** – is the solution trustworthy with minimal human involvement?

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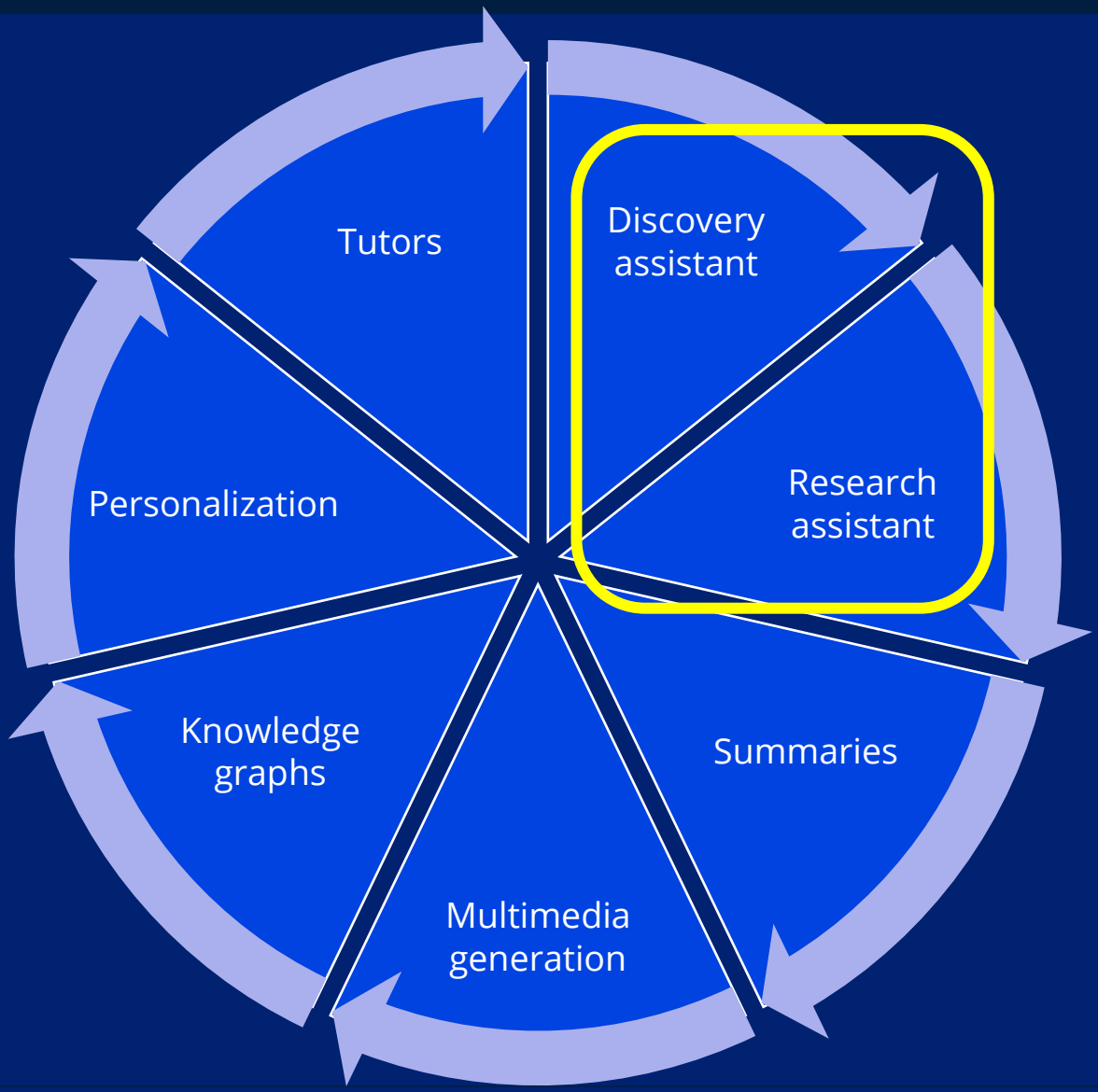
Facilitating discovery

Driving engagement



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AI Capabilities: OUP's approach

- **Move** fast but with control
- Solutions for defined user problems
- Working with partners to harness expertise
- Limited to OUP-owned **and publishing partners'** content
- Launch versions with development roadmap
- Intensive user testing and live feedback

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Oxford English Dictionary: AI Search Assistant

January 2025

Who is it for?	○ Anyone using OED to search for words
What problem does it solve?	○ Need to quickly construct complex searches without having to navigate through OED's filters, taxonomies and information pages
How does it work?	○ Users submit a query using natural language and receive a link to a pre-filled search result ○ Cannot answer questions itself and cannot hallucinate

Scan to explore the AI tool

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Oxford Academic: AI Discovery Assistant

OXFORD ACADEMIC

March 2025

Who is it for?	○ Researchers who have access to one or more pieces of content
What problem does it solve?	○ Need to get to relevant content quickly to streamline research process
How does it work?	○ Supports natural language search queries across abstracts and metadata ○ Generates a list of 5-10 highly relevant results accompanied by an AI-generated summary of each source

Scan to explore the AI tool

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Oxford Law Pro: AI Research Assistant

Oxford Law Pro

May 2025

Who is it for?

- Legal practitioners and academics who have a subscription to any part of Oxford Law Pro

What problem does it solve?

- Need for a streamlined and efficient way to conduct research combined with confidence in the integrity and trustworthiness of AI outputs

How does it work?

- Conversational search across full text content the user is entitled to
- Generates summarization of content and relevancy-ranked sources for further reading

Scan to explore the AI tool

Case Study:
Oxford Academic
AI Discovery Assistant

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Problems	Solutions
Researchers' **time** is at a premium; they want to get to content quickly and **don't want to be distracted by irrelevant content**.	Make searching for content **seamless**; return only the most **relevant** results.
Traditional search is run against **keywords** in text without any awareness of the wider context the user is interested in.	Use **AI** to process natural language queries, ensuring results are **context-aware**.
Users need **authoritative** content they can **trust** for their research and citations. Content must be attributed.	Build on OUP's existing trove of **trusted, vetted, authoritative content**, only returning results from OUP authors and partners.

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Must-haves

Manageable number of highly relevant, trusted and vetted results	Technology stack minimizes environ-mental impact	Streamlined chat interface and journey to version of record	Availability indicators	Summary of each result so user has context before clicking	Protections in place for IP and user privacy	Clear attribution

Microsoft Teams

Meeting with Nicholas Liu

2025-03-10 20:09 UTC

Recorded by
Nicholas Liu

Organized by
Nicholas Liu

Thank you for joining today!

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